

PRESS RELEASE

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Broken Arrow Mayor Richard Carter is pleased to announce further progress in Bass Pro Shops' plan to open a 130,000 sq. ft. Bass Pro Outdoor World in Broken Arrow. This will be the second Bass Pro Outdoor World in Oklahoma. The first opened last fall in Oklahoma City's Bricktown Entertainment Center.

Bass Pro Shops will be the anchor tenant for Stone Wood Hills, a mixed-use development by Phil Roland. Stone Wood Hills will donate to the City 19.15 acres for the store site.

In addition to more jobs, retail sales and tax revenues, Bass Pro Outdoor World will bring an exciting and educational experience to the City of Broken Arrow.

Keeping with the Bass Pro Outdoor World concept, the store's massive rock and log accented interior will house a collection of mounted fish and wildlife and aquariums with fish native to Oklahoma. Historic photos and other exhibits will showcase Oklahoma's outdoors heritage. The store will also have a restaurant overlooking a six-acre lake.

Bass Pro Shops owns and operates 21 retail stores nationwide and attracts over 60 million visitors a year. Broken Arrow would not be surprised if this store becomes a tourist destination attracting more than two million visitors annually.

Broken Arrow residents are interested in any financial incentives related to the project. The City earlier announced that such incentives were part of the City's role in bringing the store to Broken Arrow, but details were not available. While initially it was thought that the City would not be involved with any loan to Stone Wood Hills to construct the store, the City has since learned that construction can only proceed with the City's involvement because the City will own the 19.15 acres upon which the store will be built.

City Council will review Stone Wood Hills' donation of land and the funding of this project at its May 17, 2004 meeting.

Several Broken Arrow businessmen have expressed appreciation for Bass Pro Shops decision to locate in Broken Arrow. Professional fisherman Jimmy Houston, owner of Jimmy Houston Marine, 1501 E. Kenosha St., said he is excited about Bass Pro Shops coming to town. "I think it's going to create more interest, not only for the fishing industry but also the boating business," said Houston who owns stores in Oklahoma and Arkansas. Mike Patel, owner of Luxury Inn Suites, 1401 N. Elm Place, and Blimpie Subs and Salads, 2013 W. Kenosha St., was earlier quoted in the *Tulsa World* that the arrival of the large retailer will bring more customers to both of his businesses.

Bringing Bass Pro Outdoor World to Broken Arrow is the result of diligent efforts by City officials during the last year to improve the City's image with businesses and developers. City Councilor Tom Chatterton said, "Every other Bass Pro Shops store like this I've seen has been a big draw for other businesses. With the stores it will attract and with the tax revenue it will generate, it's a win-win situation."